

Consumers' Guide

VOL. III, No. 26
FEB. 22, 1937



SAFEGUARDING MILK SUPPLIES

Consumers' Queries and Comments

C NOT a consumer comment, but a dairy industry editorial heads the list of important observations that have come our way since our last issue. This editorial calls attention to the consumer question marks raised in Consumers' Counsel's article in our November 30, 1936, issue: What are fair prices; how can consumers recognize quality; what laws, regulations, and trade practices affect the supply of goods coming to market?... Then it comments: "We have no doubt but that the consumer does want to know these things, and we recommend that those who market dairy products take cognizance of the fact."

C "CANNERS MUST ADOPT DESCRIPTIVE LABELS OR FACE A-B-C RULE", headlines one of the big food trade journals, reporting on the speech of the new president of the National Canners Association at its meeting in Chicago in January. "Public demand for more information cannot be ignored by the industry", the canners' president is reported to have told the convention. His advice, "which may be considered a summation of the present policy of the association", comments the paper, "declared that propaganda in favor of the grade system of labeling continues in volume, and that the industry must demonstrate the adequacy of descriptive labeling if it does not want the A-B-C plan forced upon it by law."

A RESOLUTION passed by the convention urged members of the canning industry "in currently revising their labels to continue and extend the use of the descriptive terms recommended by the labeling committee."

DESCRIPTIVE terms recommended in this resolution are given in "Labeling Canned Foods", a booklet published by the Na-

tional Canners Association, Washington, D. C. Terms for style of pack, size of pieces, color, and seasoning, for five kinds of canned fruits and nine canned vegetables are defined. No standardized grade or quality description other than in these terms is recommended by the Canners Association at the present time. Under the Bureau of Agricultural Economics' standards for grades, not only style of pack, color, and size are taken into account, but also absence of defects, tenderness and texture, and flavor. Students of standards can get complete descriptions of Government grades for various kinds of fruits and vegetables from that Bureau in Washington, D. C.

"A STEP in the right direction", is the comment which Paul M. Williams, official in charge of the Bureau of Agricultural Economics grading of canned fruits and vegetables, makes on the canners' resolution. (See CONSUMERS' GUIDE, Dec. 14, 1936.) Pointing to the labeling program recommended by Department of Agriculture representatives to the NRA in 1934 which called for: (1) a concise truthful statement of grade, and (2) such additional explanatory statements as style of pack, count of pieces, size of units, number of servings, Mr. Williams commends the canners for adopting part 2 of this Government recommendation, but cautions: "A mere recitation on labels of certain descriptive explanatory statements is inadequate for the reason that these terms might be appropriate for all grades of a canned fruit or vegetable."

"FOR EXAMPLE, a label with the following statements on canned Bartlett pears 'Approximately 6 to 8 halves of uniform size' and 'Packed in heavy syrup'

might be appropriate for either Grade A, Grade B, or Grade C. Thus, the housewife would not have the information necessary for her to determine intelligently whether she should pay 15 cents, 20 cents, 25 cents, or some other price for the can, because there is no indication of the actual quality on the label."

C ANOTHER move, important to consumers, at the canners' convention had to do with can sizes. In our October 5, 1936, issue we pictured the shopping difficulties of consumers who must measure relative cost of foods packed in many sized containers. In that article we recounted the effort made by canners and grocers to cut down this wide range of sizes. In 1934 hundreds of producers, packers, distributors, and users of cans for fruits and vegetables, indicated acceptance in writing of a plan, proposed and developed by the industry with the cooperation of the National Bureau of Standards, to reduce the number of sizes used to 27.

NOW comes a conference committee of the canners recommending the reduction of this number still further, to 21 sizes. This recommendation prepared in cooperation with the National Bureau of Standards, will be circulated for comment and suggestion among canners, wholesale, retail, and chain-store distributors, and to consumer groups. Once approved by all interested groups, a standing committee representing these groups will be appointed to promote adherence. Consumer groups wishing a copy of the proposed list of sizes may receive it by writing to the National Bureau of Standards, Washington, D. C. The Bureau will also be glad to receive constructive suggestion on this proposal from consumer organizations.

SAFEGUARDING



MILK SUPPLIES

Milk ordinances, setting standards for safe milk, are a local responsibility. Here's a consumers' council that shouldered the job of getting better milk for its community and the story of what happened.

THE CONSUMERS' COUNCIL of St. Louis knows that its job isn't done when the mayor's pen has been given its final flick at the bottom of a city ordinance. It wants to see laws work.

TWO YEARS ago this council led St. Louis civic organizations in a move for a new milk ordinance. A United States Public Health Service survey had revealed the low sanitary standards of the St. Louis milk supply. The council publicized

the facts and fought for the adoption of the Public Health Service's standard ordinance.

THIS STANDARD ORDINANCE, adopted by more than 600 cities, reasoned the council, would be a practical instrument for protection of the milk sold to St. Louis consumers. The milk industry in nearby Louisville and Memphis strongly supported it. The fact that it was applied and checked periodically in other cities would give

St. Louisans an opportunity to compare the success of its enforcement with the milk enforcement of other cities, the council argued.



To insure a sanitary milk supply, cleanliness must carry through from the cow to the kitchen. Cows must be healthy, free from disease, well fed and well pastured. Cowyards must be clean and well drained. Milk houses must be easily cleanable, free from flies, and well screened.



To check the growth of unhealthy bacteria, milk must be kept cool on its journey from the farm to the city, often many miles distant. Large modern milk trucks which look like gasoline trucks are in reality thermos bottles on wheels. They make possible control of temperature.

DISTRIBUTORS and producers in St. Louis had grown accustomed to the more easygoing ways of an older regime. They felt that the standard ordinance did not meet the peculiar conditions of the Missouri city, but they knew there was a genuine public demand for reform. They drafted an alternative ordinance and urged its adoption by the city.

THIS MODIFIED ordinance went into effect in December 1934. Tucked away in this compromise ordinance was a proviso that at the end of a year's operation the Public Health Service should be invited again to survey the milk supply. Such a survey, the Consumers' Council believed, would constitute a check on the success of the compromise act.

EARLY last year the United States Public Health Service made its check-up. This examination showed some improvement in sanitary standards on the farms, but no improvement for pasteurization plants. On the same rating scale, milk supplies of standard-ordinance Louisville and Memphis were 50 percent above the St. Louis rating. Such a showing did not satisfy St. Louis' Consumers' Council. It had seen Chicago during the same period adopt the standard ordinance and raise the rating of its milk in 1 year to the 90 percent figure considered satisfactory by the Public Health Service.

AGAIN members of the Consumers' Council took up the cudgels for a new milk ordinance. This time they wanted an ordinance that would work. Again they set as a goal the adoption of the Standard Milk Ordinance. They got what they wanted on December 11 when the St. Louis Board of Aldermen unanimously passed the measure.

"MANY individuals and organizations", commented a leading daily, "played important parts in the prolonged fight that has now ended in victory with signature of the standard

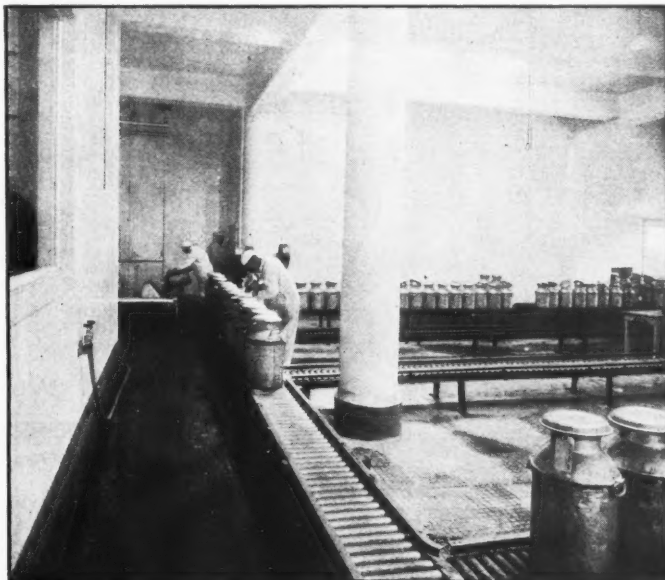
milk ordinance by Mayor Dickmann yesterday. It is not to minimize the work of any others if the Consumers' Council is singled out for particular notice.

"THIS organization, after defeat of the ordinance 2 years ago, met the reverse in the spirit of John Paul Jones when he said: 'I have not yet begun to fight.' Continuing its cooperation with the St. Louis Medical Society, long active in the fight for better milk, the council enlightened and mobilized the public. It was the Consumers' Council that formed the spearhead of more than 100 varied organizations for an impressive demonstration of popular opinion heretofore unparalleled in St. Louis civic affairs. The devoted workers of the council and affiliated groups deserve a large share of the credit for the long forward step just taken in behalf of the community's health."

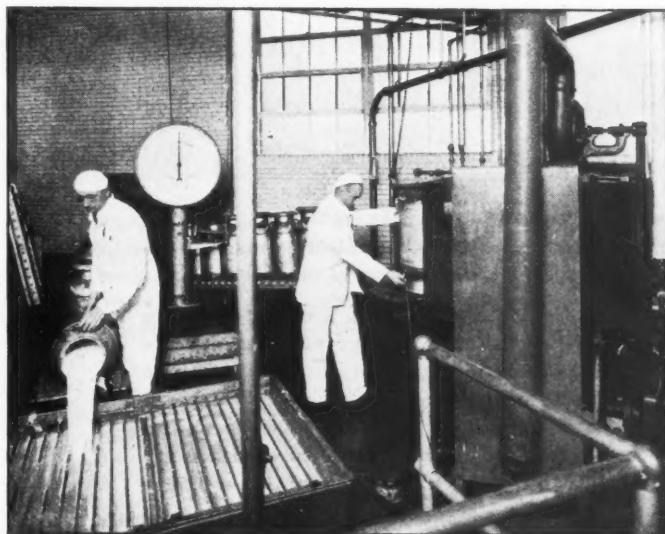
NOR is the council preparing to rest with the passage of the ordinance. On the day the ordinance was passed, the council sent a letter to 130 organizations thanking them for their cooperation and support. To its thanks it added this paragraph:

"AT THIS TIME we would like to call your attention to the fact that since its organization the Consumers' Council has taken an active part in many matters in addition to that of milk, that concern quality and price in their relation to the consumer. Here is a broad field needing much attention. We ask, therefore, that your organization consider a proposal for participation in future activities in the interest of the consumer to the extent of cooperating with the Consumers' Council and sending delegates to meetings called by the council and forwarding information to your various groups or committees. May we hear from you in regard to this matter?"

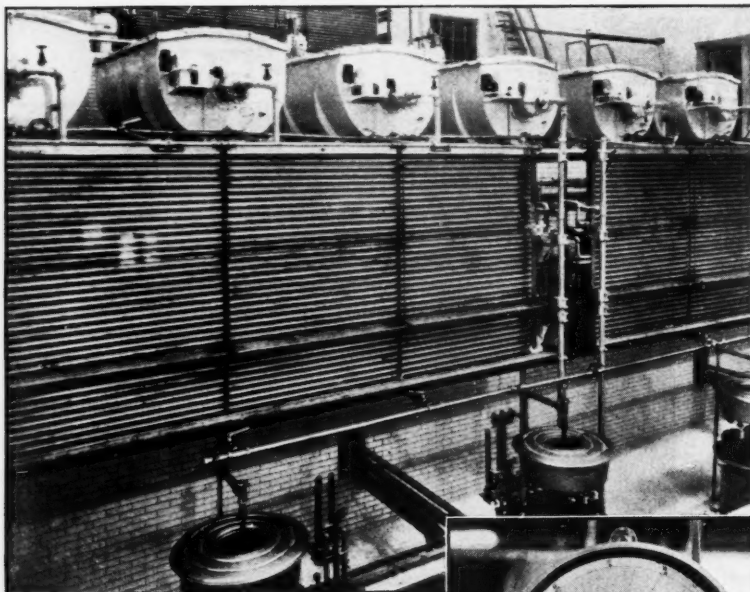
WHAT is the Standard Milk Ordinance which was the rallying point of the council's



Milk cans arriving in this pasteurization plant move slowly along a roller platform at the end of which the milk is weighed and dumped. En route, milk is inspected for odors and obvious impurities. Tile floors make possible thorough cleaning of this receiving room.



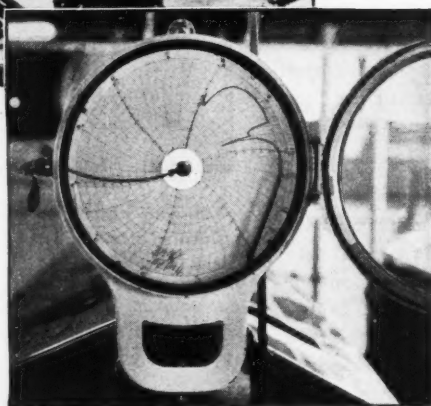
Before being dumped, all milk is weighed and a sample taken out for butterfat test. On the basis of both weight and butterfat content, each farmer receives payment for his milk. In well-run plants, after cans are emptied they are cleaned and sterilized before being returned to their owners.



Before milk goes into the pasteurization vats above, it may have as much as 200,000 bacteria per cubic centimeter. Pasteurization, by the use of heat, reduces this count. Grade A pasteurized milk, under the standard ordinance, must not have more than 50,000 bacteria per cubic centimeter. After pasteurization, the milk is run through coils, such as these, where its temperature is reduced again to 50 degrees or less.

campaigns for better milk? Only a synthesis of the best features of milk ordinances in common use by cities all over the country. Perhaps, first, we should say what a milk ordinance—any milk ordinance—contains.

A MILK ordinance is a set of sanitary standards for the milk supply, with administration and procedures outlined for putting those standards into effect. It is supposed to be a health measure and as a health measure should be concerned solely with sanitary protection and not with the relative richness of milk. Some milk ordinances, however, do set standards of butterfat content for different grades. Its provisions are not primarily concerned with "richness." All milk ordinances should, and as far as is known nearly all do, set up minimum butterfat requirements and minimum solids—not-



This thermometer records the temperature at which milk was pasteurized and the time during which it was held at the pasteurization temperature.

ing machines are used, the suction nipples and all other parts must be sterilized. Milk houses must be constructed so that they are easy to clean. They must be free from flies and well screened. Milk house floors must be smooth and free from cracks which would hold filth. Equipment must be sterilized.

CANS and trucks which take the milk to the pasteurizing plant must be clean. Pasteurizing plant machinery must be of efficient, cleanable type. It must be regularly sterilized. Bottles must be sterilized before each usage. The wagons in which milk is transported must be clean. Milk must be cooled within a certain

fat requirements for all milk—irrespective of grade.

GRADE A pasteurized milk under the standard ordinance is better than Grade B, because it is safer. It has met higher standards of purity. Standards for each grade of raw and pasteurized milk are described in the ordinance.

REASON why we do not say merely "Grade A has a lower bacteria count" is that that is only one element in judging the sanitation of the milk. One can cook the bacteria out of milk that has been produced under very insanitary conditions. Grade A means low bacteria count, but it means much more than that.

C O W S must be healthy, free from disease, well fed and well pastured. They must be kept clean. Cowyards must be clean and well drained. If milk-

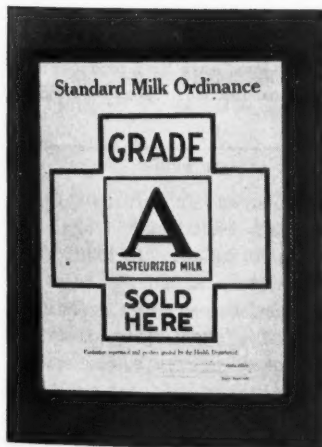
time after milking. All employees who handle milk must be free from dangerous infection and may not be healthy carriers thereof.

ALL these items and others like them are part of any good milk ordinance. The standard ordinance, for instance, provides for the inspection of farms and pasteurization plants to determine whether the above and other requirements have been met. To be allowed to sell milk as Grade A the dealer must satisfy all Grade A requirements. Grade A pasteurized label, where enforcement is effective, means that the milk has been properly produced, properly shipped, properly pasteurized, and properly delivered to the consumer. Such milk represents the ultimate of safety.

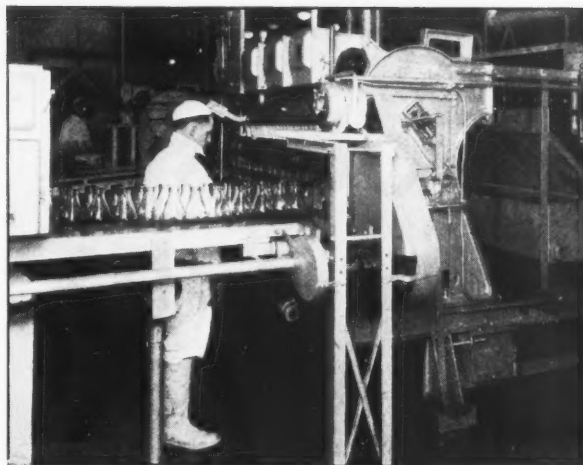
RAW MILK is still in demand in many cities. While the Public Health Service believes that all milk should be pasteurized or boiled before it is consumed, provision is made in the Standard Milk Ordinance for the grading of raw milk if the city in question prefers it. Grade A raw milk label means milk which is as safe as raw milk can practically be made.

MILK ordinances are local laws. City councils pass them. City health departments enforce them.

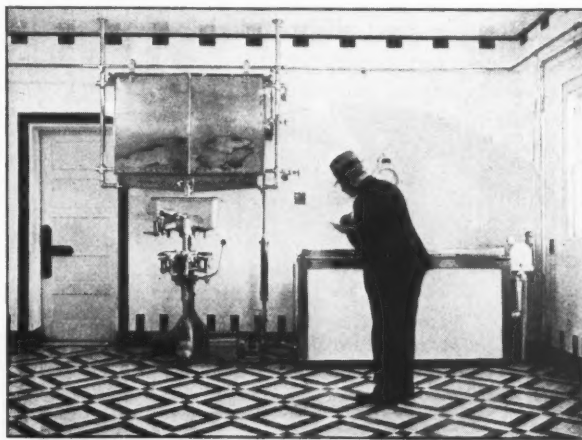
THE Standard Milk Ordinance is no exception to this rule. It was drafted 14 years ago. Dr. S. W. Welch, Alabama's health officer, saw the need for organizing a milk control program in his State. He asked the United States Public Health Service to detail



Restaurants, soda fountains, and other food shops can display this placard in cities where the standard ordinance is in effect.



Bottles must be carefully washed and sterilized before milk is put in them. The bottles here move into and out of the bottle washer without being touched by any hands.



When a city adopts the standard ordinance, the United States Public Health Service makes periodic checks of a representative number of milk suppliers to see how well the city's milk supply measures up to ordinance standards for safe milk. An inspector is checking here on equipment in a pasteurization plant.

an officer to assist him in drawing up a program.

ORDINANCES from all over the United States were gathered together for study. A draft embodying the most generally successful methods of milk control was prepared. This was checked with technical men in local and State health departments, medical authorities, and the industry. Approved by the

[Continued on page 22]

Policing Foods *for* Humans *and* Animals

High points of the work done in 1936 by the Federal Food and Drug Administration to protect consumers against adulterated and misbranded foods.



1. All interstate shipments of foods are subject to inspection by Food and Drug officials for edibility and wholesomeness. An inspector here is examining a poultry shipment.
2. Sample bags of imported coffee, on the docks, are withdrawn for inspection for short weight and impurities.
3. Every pound of tea entering the United States is compared with stand-

ard samples for purity, quality, and fitness for consumption.

4. Imports of milk and cream must have been produced under prescribed sanitary conditions and meet specified standards before they can be sold.

ONE CENT and six mills is the price each consumer paid last year to the Federal Government for standing guard against misbranded and adulterated foods and drugs, injurious or ineffective insecticides, below standard imports of milk and cream and tea, and mislabeled caustic poisons.

OFFICIAL GUARDIAN of consumers against these risks to health and pocketbooks is the Food and Drug Administration. Its assignments of duties come from Congress in the form of six acts, passed at various times during the past 30 years.

TOP OF THE list stands the Food and Drugs Act, passed in 1906, which prohibits interstate commerce in and importation of adulterated

or misbranded manufactured or natural foods, beverages, stock foods, remedies, drugs, and medicines. The amendment of July 8, 1930, gives the Secretary of Agriculture authority to set up a legal standard of minimum quality, condition and fill of container for each class of canned food, except canned meat products and canned milk, and to prescribe clearly informative labeling on each product not meeting this quality standard. Other acts include:

THE INSECTICIDE Act aims to protect farmers, fruit growers, market gardeners, stock and poultry raisers, householders, and others from buying and using insecticides and fungicides that fall below the strength claimed for them, that will not accomplish the results promised, or that are injurious to plants.

THE IMPORT MILK Act prohibits the entry into the United States of milk and cream that have not been produced under prescribed sanitary conditions from healthy herds, or that do not meet certain specified standards at the time of entry.

THE TEA Act provides for the examination of all tea offered for entry into the United States and the admission of only such tea as meets the standards of quality, purity, and fitness for consumption set by the Government.

THE CAUSTIC Poison Act, by requiring certain labeling, is aimed to safeguard the household against accidental injury from ammonia, lye, carbolic acid, and certain other dangerous substances commonly used in the home.

THE NAVAL Stores Act establishes standards for rosin and turpentine, authorizes the Department to examine, analyze, and classify or grade them upon the request and at the expense of interested parties, and is designed to prevent deception in transactions in these commodities.

WITH its limited field service and its small appropriation of about \$2,000,000, how does the Food and Drug Administration supervise this traffic and administer the various acts?

FIRST, there is an administrative and technical staff in Washington, with such specialists as chemists, bacteriologists, physicians, microscopists, and pharmacologists, which conducts investigations, solves the more difficult technological problems, and recommends methods

for attacking regulatory problems. District headquarters are maintained in New York, Chicago, and San Francisco to supervise eastern, central, and western inspection districts. A responsible administrative officer directs the work of each district.

SPOTTED around the country are 16 branch stations located in leading commercial cities in each district. Each station, manned by a force of chemists and inspectors, is responsible for seeing that the six acts enforced by the Administration are complied with by the manufacturers, dealers, and importers who trade within a specified territory tributary to the city in which the station is located.

FACTORY INSPECTION, by Food and Drug inspectors, under terms of the act, is not compulsory. Some refuse outright to permit inspection. Other manufacturers welcome it. The majority of American food and drug manufacturers are doing an honest and legitimate business. Their cooperation allows the Food and Drug Administration to concentrate on the small proportion of manufacturers who are deliberately, negligently, or unknowingly violating the law in some respect.

IF A FOOD or drug product is under suspicion, and inspection of the factory where it is manufactured is denied, samples on the market are collected by the inspector. He forwards them to the station, which determines by analysis whether or not the product is adulterated or misbranded.

FOOD is adulterated: (a) if it contains an added poison which may render it injurious to health (such as, a fruit with excess residue spray); (b) if filthy or decayed (such as, a tomato catsup made from rotten tomatoes); (c) if additions have been made to lower the quality or strength (such as, the addition of water to oysters); (d) if any substitution has been made (such as, olive oil which is really

**POISON
POISON
POISON**

To safeguard consumers from accidental injury from lye, carbolic acid, household ammonia, and other dangerous substances, the Caustic Poison Act provides that a label or sticker bearing the word "Poison" must appear conspicuously on all containers.



Largest of the insecticide-testing farms, maintained by the Department of Agriculture to aid in the enforcement of the Insecticide Act, is at Beltsville, Md. Here field and greenhouse tests are made to determine the effectiveness of insecticide preparations. In addition samples are analyzed chemically to determine whether they comply with this act. Any false or misleading claim as to the efficacy of an insecticide constitutes a violation of the law.

Roaches are raised in the Beltsville experimental laboratory to be used as subjects in testing preparations sold for their extermination. Checking on the claims of insecticide preparations means money saved to householders.



partly tea-seed oil); (e) if any valuable ingredient has been removed (such as, cheese sold as whole milk cheese but has been made from milk from which some of the butterfat has been removed); (f) if it has been treated to conceal damage or inferiority (such as, eggless macaroni products colored yellow to appear as egg noodles).

PROVISIONS of the law relating to food also apply to confectionery. The law specifically prohibits the use of alcohol in confectionery.

MISBRANDING constitutes another violation. Food is misbranded: (a) if it is an imitation and not clearly labeled as such or is sold under the name of another article (such as, a so-called jam which contains not the approximately equal parts of fruit and sugar that the housewife expects, but a mixture of pectin, sugar,

and fruit acid with a trivial amount of fruit); (b) if its label bears any false or misleading statement (such as, net weight which grossly overstates the amount of the contents); (c) if it is in package form and the quantity of contents is not plainly stated on the label; (d) if canned foods—except canned meats and canned milk—fall below the minimum standard and if the label does not indicate that the food is below such standard (such as, overmature canned peas or undercolored canned tomatoes).

WHEN a product is found to be contrary to law, the Food and Drug Administration reports its findings through the Secretary of Agriculture to the Department of Justice recommending either seizure of the offending goods, prosecution of the responsible shipper, or both as the facts warrant.

WHEN seizure is recommended the United States Attorney in the district where the goods are located is notified. He reports the facts to the United States District Court and procures the issuance of a so-called libel which authorizes the United States Marshal to take the goods into custody.

A MANUFACTURER of such a product may elect to contest the charges; if so, the product then goes on trial. If the court upholds the Food and Drug Administration, the product may, in the discretion of the court, either be destroyed or returned to the owner for relabeling or for sorting out and destroying under Government supervision any adulterated portions, the owner paying the cost of the court proceedings.

MANY actions may be taken against the product in different parts of the country at the same time. This weapon of the Food and Drug Administration is considered the most effective means of protecting the public because it has the effect of "stopping the bullet before it reaches the victim"; that is, it stops the adulterated or misbranded product in the channels of distribution before reaching the consumer.

CRIMINAL ACTION against the shipper is also instituted whenever the situation demands it. The two types of action, however, represent entirely separate proceedings. Seizure occurs in the jurisdiction where the goods are found; prosecution in the manufacturer's home district.

POLICING every package of every product that comes within Federal jurisdiction obviously would require an army of Food and Drug inspectors. Such minute check-up is not needed where violations of laws are the exception rather than the rule. With its limited staff, the Food and Drug Administration concentrates each year on special problems, throws its searchlight on them, then moves on to other major sore spots.

ADULTERATION of olive oil with tea-seed oil was one such problem scrutinized last year. Tea-seed oil is obtained from the nut or seed of a close relative of the beverage tea plant. Produced in large quantities in the Orient, it has been imported for years for use in the paint and textile industries. More recently it was discovered that through a refining process this oil had edible quality and was suited for food purposes. Chemical tests show its constituents are much like those of olive oil. Tea-

The Naval Stores Act, one of the six laws enforced by the Food and Drug Administration, establishes standards for all rosin and turpentine in interstate or foreign commerce. . . . (Top) Incisions are made in the trunks of various types of pine trees to get the gum from which turpentine and rosin come. . . . (Below) Originally a primitive southern plantation industry, rosin and turpentine stills are frequently found near small rivers to facilitate transportation to large southern ports from which the products are shipped to industrial cities or are exported. The gum is poured from the barrels into the vat and the distilling process separates it into rosin and turpentine.



seed oil is tasteless, so that it is difficult to detect, when combined with olive oil.

MOUNTING IMPORTATIONS of tea-seed oil caused eyebrow raising in the Food and Drug Administration. Such quantities, officials believed, could not be intended solely for industrial purposes. They were confronted with a nice chemical problem, for no known method existed for detecting tea-seed oil in olive oil. So they worked out a method in the laboratory. Then they investigated and found large shipments, labeled as pure olive oil and moving in interstate commerce, were in fact from one-quarter to three-

[Continued on page 20]



Rosin, used for sizing paper, for soap, varnish, printing ink, rubber goods, and other consumer products, is the hard residue left after distilling off the volatile oil of turpentine. Great quantities here are awaiting shipment north.

Five Days *with Ohio's*

Consumer activities in Ohio have been popping into the press so much lately that the Consumers' Counsel Division sent an inquiring reporter out to that State to collect what facts he could in a rapid 5-day survey of such centers of consumer activity as Dayton, Cincinnati, Columbus, Cleveland, and Dillonvale. Here are his travel notes.

DAYTON, OHIO, city of 200,000 population, proud of its Wright Aviation Field and its world-wide dominance as a manufacturer of cash registers! Our 5 days started here where consumers are busy on both organization and educational fronts.

FIVE OR SIX years ago a group of Wright Field employees started a gasoline buying club. These men, because of their connection with aviation, knew what good gasoline was like and proceeded to set up an organization to provide it at a saving for the members of their organization. That this organization was giving real service is attested by the fact that the membership grew to over 600. This practical demonstration did much to popularize the cooperative buying idea in Dayton.

IN MAY 1935 two meetings, totally independent of one another, were held to discuss the organization of a Dayton cooperative. These two groups pooled resources and organized the Montgomery County Cooperative League. Not an organization for the actual operation of cooperatives, the league functions as an advisory and promotional agency. Scope of its activity is revealed in its committee set-up with groups working on merchandise standards, consumer research, cooperative organization, and cooperative education.

UNIQUE PROJECT of the Montgomery County Cooperative League is a cooperative recreation program for Dayton young people.



Guided by one of the leading ministers in the community the young people are organizing on a cooperative basis to provide different kinds of recreation.

DAYTON cooperators have not been slow in putting their cooperative ideas into business operation. In July 1936 the Dayton Consumers' Cooperative Store was opened with 55 shareholders. This cooperative has a modern store building where both meat and groceries may be purchased. Membership now is 177 and the monthly gross sales amount to \$2,200. The Gem City Cooperative Buying Club, located on the opposite side of the city from the Dayton Consumers' Cooperative Store, has 90 members and is working to set up a gasoline station in addition

o's Consumers



OHIOANS proudly call their State "an empire within an empire", and some comparisons bear them out. Ohio is larger than Austria or Hungary, over twice the size of Denmark or Switzerland, and over three times the European territory of Belgium or Holland.

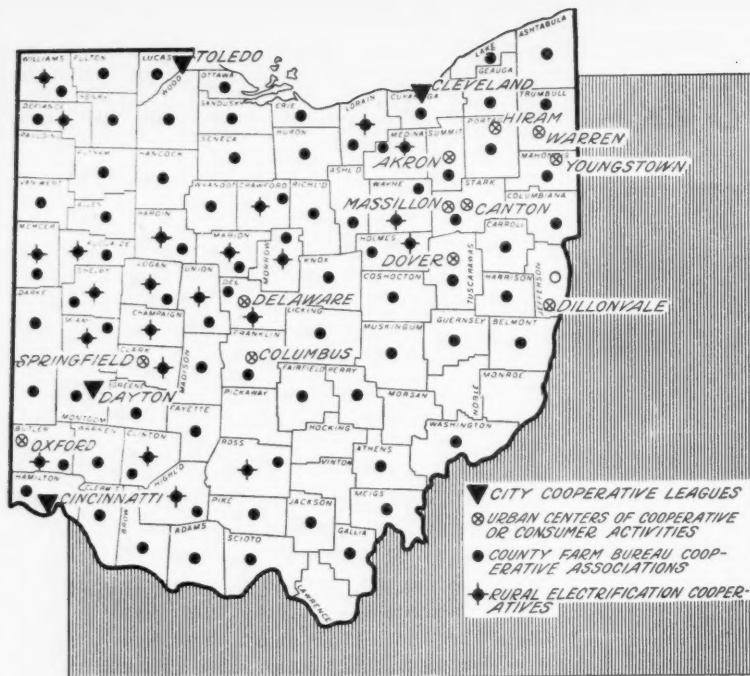
. . . Thirty-fifth in size among the States, Ohio jumps to sixth place in value of gross income from farm production, and fourth in value of manufactured products. In the southeastern section where the Allegheny foothills run over into Ohio there is an important coal mining region. In the northeast is a highly industrialized section which specializes in steel production and general manufacturing. A little more than eighty-five percent of the land in the State is farm land. . . . It is Ohio's unusual combination of manufacturing and agriculture that makes significant the study of consumer activities as they are developing both in rural and urban areas.

to their other group-buying activities. Two Negro cooperative organizations merged in December 1936. This group with 110 members owns a store building which will be open for business soon.

MANY consumer activities totally unconnected with the cooperative movement are being carried on in Dayton. The Consumer Protection Committee of the Dayton League of Women Voters has promoted an educational program. Members of the committee visited the Butler County Consumers' Council at nearby Oxford, Ohio, which tests and rates canned goods and issues reports to its members with brand names attached. The Dayton committee then devoted a meeting to the testing and rating of canned goods under the supervision of one of its own members who is a trained home economist. One other meeting was devoted to comparing the results of the Butler County Consumers' Council tests with the ratings given these same products by a national agency which rates consumer goods. Another was given over to a study of cooperatives.

CONSUMER EDUCATION ought to be put to use, according to the Dayton Consumer Protection Committee. An example of this type of work is shown in their sheeting project, now in its second year. The League of Women Voters invites the five large Dayton stores having "White Sales" to send samples of the sheets they expect to place on sale. The Consumer Protection Committee then removes the labels and identifies the sheets with a key symbol. The sheets are sent to the Dayton Testing Laboratories where they are tested and the results sent back to the committee. The committee identifies the sheets and sends a mimeographed set of the test results, listing the brand name of the sheet and the store offering it for sale. Last year four stores cooperated; three this year. One store gave complete specifications of its sheets in its newspaper advertisements.

CLASSES for adults are being conducted in Dayton under the



Ohio has County Farm Bureau Cooperative Associations in 80 of its 88 counties. Farm families in 25 counties are organized in 11 rural electrification cooperatives. Four cities have cooperative leagues, and 12 other towns or cities are carrying on some kind of cooperative activity.

direction of the Works Progress Administration. Eight classes ranging from 12 to 30 students are studying consumer problems.

FIFTY miles south of Dayton on the Ohio River is Cincinnati, a city of some 450,000. The Cincinnati Cooperative League, organized in September 1935, is driving hard on a program of setting up neighborhood buying clubs. The league is trying to raise a rather substantial sum of money to promote the cooperative idea, and expects to hold an all day Consumer Institute in February as the opening of this campaign.

ALREADY operating are five cooperative buying clubs, a cooperative grocery store with 100 members, a cooperative of 125 members handling goods on a contract basis. This latter group purchased 3,000 gallons of gasoline during November. In November 1936 a Negro group at Lockland near Cincinnati incorporated to operate a cooperative store. All of the Cincinnati cooperative groups are pooling their buying power through a Joint Buying Committee of the Cooperative League.

GOVERNMENT OFFICIALS in Cincinnati have given local citizens a very practical demonstration of the advantages of pooling purchasing power. Cooperating on standards and specifications and pooling their orders on major items are the purchasing agents of Hamilton County, the city of Cincinnati, the Board of Education, the University of Cincinnati, and the public library. The privately endowed Cincinnati Bureau of Governmental Research estimates this plan of cooperative buying has saved the taxpayers of Cincinnati \$1,000,000 in the 4 years of its operation. Savings on coal alone were \$100,000 during the first year. Brooms furnish a typical example of how the plan works. The five governmental agencies were using 45 types of brooms. Now they have standardized on nine kinds and buy by the gross where they

bought by the dozen before. Cincinnati Cooperative League leaders have taken this lesson to heart and would like to see their Joint Buying Committee in operation on a much larger scale.

CONSUMER Conference of Greater Cincinnati is without doubt one of the most energetic city-wide voluntary organizations for consumer education in the United States. This organization was formed as the result of a class in consumer problems called 4 years ago at the University of Cincinnati School of Household Administration. The teacher furnished the instruction to the women without charge, with the understanding that they would take this information back to the organizations they represented and put it to use. One of the members of this class, as a means of fulfilling her obligation, agreed to take charge of a series of consumer meetings if the School of Household Administration would sponsor the meetings and furnish the meeting place. The School of Household Administration agreed to this arrangement and so it was that the Consumer Conference of Greater Cincinnati came into being.

STARTING in October 1934, the Consumer Conference of Greater Cincinnati has held bimonthly meetings from October to May every year since then with an average attendance of over 75 persons. Some of its topics and discussion leaders are: "The Consumer's Tax Dollar", by the City Manager of Cincinnati; "Buying Furs", by the fur buyer of a large Cincinnati store; "What is Good Advertising?" by the manager of the Cincinnati Better Business Bureau; "Cosmetic Fairy Tales", by the director of Bureau of Investigation of the American Medical Association; "Silks", by a staff member of the School of Household Administration at the University of Cincinnati; "Why the Price?" by the Professor of Marketing of the University of Cincinnati; "Leather Goods", by a buyer from one of the local stores. Only financing for these programs is a 35-cent registration fee collected at the beginning of the series.

RADIO PROGRAMS go on the air every Wednesday at 10:30 a. m., through the efforts of the Consumer Conference. These programs presented in the form of dialogues are prepared by the president of the Consumer Conference.

NEW PROJECT carried out this year by the Consumer Conference with the sponsorship of 22 other Cincinnati organizations was a Consumers' Institute. Leaders of the Consumer Conference believe that the consumer can gain much by working in friendly cooperation with merchants and retailers. This attitude is reflected in all of the organization's activities. Stated purpose of the Consumers' Institute held October 29 and 30, 1936, was "To analyze and study the common problems of the manufacturer, the merchant, and the consumer in order that each may better understand the needs of the other." In four day and one evening session 18 speakers representing the three different viewpoints discussed such topics as "Our Common Problems"; "By What Standards Shall We Judge the Stores We Patronize?"; "Business Forecasting and Planning as Seen by Manufacturer, Retailer, and Consumer"; "The Education of the Consumer—How and by Whom?"; and "The Necessity for Quality Standards as a Means of Efficient Purchasing." At least 500 persons attended the conference, many of them present at all of the sessions.

TYPICAL example of the method of co-operating with merchants is the sheeting project of the Consumer Conference. In 1934 four large Cincinnati retail stores were persuaded to give thread count, breaking strength, weight per yard, and approximate amount of sizing on each quality of sheets offered in their January sales. The next year seven merchants cooperated, and 30,000 folders titled "Do You Want to Buy Sheets and Towels by Standard or by Guess?" and prepared by the Consumer Conference were distributed to consumers. This year a special article was prepared for the Cincinnati Parent-Teacher Bulletin describing the quality factors to look for in buying sheets. This was followed up with a mimeographed list of questions and answers on quality factors in sheets which was distributed to store clerks at sheeting counters so that they would be prepared to answer questions on technical buying points. One store distributed 150,000 leaflets giving test data on the sheets they were offering for sale in accordance with the policy set up by the Consumer Conference. Summing up the lesson of the sheeting project for other consumer groups, a member of the Steering Committee of the Consumer Conference states, "For those who want better buying methods and more information, constant, consistent effort by all consumers must be the watchword of the day."

COLUMBUS, OHIO, 100 miles north and east of Cincinnati, near the center of the State, and its capital, was the next stop. Activities of the Ohio Farm Bureau are rapidly making it the recognized cooperative headquarters of the State.

IN CONTRAST with the struggle of the city cooperatives to secure the business volume that will allow them to operate efficiently are the activities of the Ohio Farm Bureau Federation which has arrived at the stage where it can truly be called "big business." Organized in 1919 by 50 pioneering farmers who wanted to improve their economic conditions through self-service, the organization began operations in a one-room office in a Columbus hotel. Now newly moved into its own eight-story downtown office building, it maintains one of the largest office staffs in Columbus to minister to the

needs of its 20,000 members, the 100,000 farmers who are members or patrons of its county associations, and its 222,000 insurance policy holders.

OLD PLAN of rural cooperative organization in Ohio was to set up a number of totally independent marketing associations. On the theory that it pays to put all your cooperative eggs in one basket and then watch that basket, the Farm Bureau has discarded this old plan, and is coordinating all of its services, locally through County Farm Bureau Cooperative Associations, and in the State through the Columbus headquarters.

EIGHTY out of Ohio's 88 counties have such associations. Through them, farmers may buy such services as automobile, fire, and life insurance, all types of credit, and such commodities as fertilizer, seed, farm machinery, feed, coal, petroleum products, and electrical appliances. Through them, also, farmers may sell their products. At present they market grain, poultry and eggs, potatoes, and—on much smaller scale—peaches and sweet corn.

VOLUME of business done by these county associations runs into big money. Estimates put it at \$11,000,000 in 1936. Marketing of farm commodities accounted for about \$1,500,000 of this total. Purchasing operations and other services came to \$9,500,000.

BUSINESS at headquarters of the State Farm Bureau Association also looms large. In 1936 it totaled another \$7,000,000. Included in this total was a business of nearly \$1,000,000 in marketing of farm products, exclusive of grain, and \$6,000,000 in purchasing and other services. The grain business handled by the State association, valued at about \$900,000, included grain purchased for county associations and grain sold for this local cooperative.



In rural electrification Ohio is one of the leading States, yet only 19 out of every 100 farms now have electricity. Ohio's Farm Bureau hopes to push this percentage up to 30 by June 30, 1937, through the building of 2,000 miles of cooperatively owned lines serving 7,000 families now without electricity.

INSURANCE became a business activity of the Ohio Farm Bureau Federation in 1926 when the Farm Bureau Mutual Automobile Insurance Co. was organized. The company now has 190,000 policyholders and the assets total over \$5,250,000. It sells auto insurance in a number of States besides Ohio and provides re-insurance for small insurance companies organized in Minnesota, Wisconsin, and Indiana. Success of its initial insurance venture led the Farm Bureau into other forms of insurance. Now a little over 2 years old, the Farm Bureau Mutual Fire Insurance Co. reports \$50,000,000 of insurance in force and a 100 percent increase in business over last year. Latest insurance enterprise, the Cooperative Life Insurance Co. of America, was acquired this last year, and

now has approximately \$16,000,000 of insurance in force. It is licensed to sell life insurance in six other States. Ohio Farm Bureau is now equipped to take care of practically all of the insurance needs of Ohio farm families.

CREDIT service to meet the varied needs of its members is a part of the program of the Ohio Farm Bureau Federation. Long-time loans are available from the insurance funds of the Farm Bureau insurance companies. To take care of production loans the Farm Bureau in 1931 organized an Agricultural Credit Corporation which discounts farmers' notes at the Federal Intermediate Credit Bank at Louisville, Ky. This corporation has loaned over \$1,000,000 to Ohio farmers since its organization. Getting down to the very smallest kind of loans—loans for occasional small emergency needs—the Farm Bureau is promoting county credit union associations. Ten such associations have already been organized.

IN RURAL electrification Ohio is one of the leading States. Every cent of the \$1,746,000 of Rural Electrification Administration money that has gone into Ohio has been for rural electrification cooperatives. Only 19 percent of farm families in Ohio now have

electricity. By its program the Farm Bureau hopes to push this percentage up to 30 through the building of 2,024 miles of cooperatively owned line serving 7,084 customers that have not had electricity before. At present 1,324 miles of line have been completed. Twenty-five counties through 11 rural electrification cooperatives have Federal allotments approved or have construction actually under way. Servicing these smaller units with legal, insurance, engineering, book-keeping, and promotional service is the central Farm Bureau Rural Electric Cooperative in Columbus.

PRACTICING what they preach, the headquarters employees of the Farm Bureau have organized a cooperative of their own. This group owns a store in the old Broad Street office building, a sales station in the new office building, and a downtown gas station and parking lot close by their new place of work. Sales of this cooperative amount to \$4,000 per month.

CLOSE BY the Ohio State University campus is the headquarters of another flourishing cooperative organization. Columbus Consumers' Co-operative, Inc., was organized in January 1935 with 29 charter members. By the end of the year there were 427 members, and by December 1936 the membership had increased to 718. This cooperative has its own gas station with a small grocery store in connection. Monthly business volume is \$6,000. In addition to the services it renders from its store and gas station, arrangements have been made on a contract basis for cooperative savings on coal, men's clothing, dry cleaning, shoes, milk, insurance, paint, electric equipment, and furniture.

CREDIT NEEDS are handled by the Columbus Consumers' Cooperative Federal Credit Union to which paid-up members may belong. Sharp watch of the quality of the goods handled by this cooperative is kept by a technical committee. A radio broadcast series on "Consumers and Cooperation" was carried over the University Broadcasting Station during the last 3 months of 1936.



Ohio Farm Bureau employees patronizing their own cooperative store which is conveniently located in the entrance lobby of the Bureau's new eight-story office building.



Service station of the Columbus Consumers' Cooperative which in 2 years' time increased its membership from 29 to 718. This cooperative has a small grocery store located at the rear of its gasoline station.

THESE activities plus the 23 credit unions in operation make this city the cooperative capital of Ohio.

CREDIT UNIONS are making fast strides all over Ohio. There are approximately 250 credit unions in the State, 150 organized under State charters and 100 under Federal charters. The Ohio Credit Union League, with headquarters in Cincinnati, coordinates and gives information about the activities of the State's credit unions.

READ MORE about Ohio's consumers in our next issue.

Consumers'

Bookshelf

Eighth installment of our consumers' bibliography, prepared in cooperation with the Consumers' Project of the Department of Labor. . . The mention of any material does not imply an endorsement of its point of view by the CONSUMERS' GUIDE.

PAINTS AND PAINTING

PAINTING ON THE FARM. U. S. Department of Agriculture, Bureau of Chemistry and Soils. April 1925, 32 pp. Farmers' Bulletin 1452. This bulletin's usefulness is not restricted to the farm. It describes various types of paint and tells how to select the right kind for the intended use. It also gives directions for mixing paint on the job, for preparing surfaces, and for applying the paint. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

OUTSIDE HOUSE PAINTING. July 11, 1932, 3 pp., mimeographed. Letter Circular 333. This bulletin does not attempt to cover the subject fully, but is designed to answer the average letter of inquiry on outside house painting. Address: National Bureau of Standards, Washington, D. C. Free.

PAINTS, VARNISHES, AND PAINT CONTAINERS. U. S. Department of Commerce, National Bureau of Standards. 13 pp. RI44-37. This simplified practice recommendation for the paint industry in tentative form may be secured free of charge by addressing the National Bureau of Standards, Washington, D. C.

WHY SOME WOOD SURFACES HOLD PAINT LONGER THAN OTHERS, by F. L. Browne. U. S. Department of Agriculture. September 1930, 3 pp., illustrated. Leaflet No. 62. Treats of the qualities of wood which affect its paint-holding characteristics, and discusses when to repaint. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

SUGGESTIONS FOR MIXING AND APPLYING PAINTS AND OTHER WALL FINISHES, by I. D. Wood. February 1932, 21 pp., mimeographed. Extension Circular 731. Includes sections on when to paint, estimating the amount of paint required, selection and care of paint brushes, and ready- and home-mixed paints. Address: Extension Service, University of Nebraska, College of Agriculture, Lincoln, Nebr.

PAINT AND VARNISH. March 1936, 22 pp. Circular 32. Deals with selection and use of paint and with the making of paint and varnish. Includes a section on the composition and properties of various types of paints and varnishes. Address: Engineering Experiment Station, Ohio State University, Columbus, Ohio.

PAINT BULLETIN. 1935, 203 pp. Bulletin 45. A technical bulletin, but very useful to paint consumers and to students of consumer economics. Contains a section reporting on chemical analyses of paints sold in North Dakota. Besides describing chemical and performance specifications of these paints, each is identified by its brand name. The analyses also include a simple quality rating: good, fair, or poor. Address: North Dakota Regulatory Department, Office of State Food Commissioner and Chemist, Bismarck, N. Dak. Free to residents of North Dakota. 60 cents to nonresidents.

SOME BOOKS ON PAINTS AND VARNISHES AND WOOD FINISHING. Technical Note 195. A bibliography. Address: Forest Products Laboratory, U. S. Forest Service, Madison, Wis. Free.

SOME CAUSES OF BLISTERING AND PEELING OF PAINT ON HOUSE SIDING, by F. L. Browne. March 1933, 13 pp., illustrated, mimeographed. Address: U. S. Department of Agriculture, Forest Service, Forest Products Laboratory, Madison, Wis. Free.

WHEN AND HOW TO PAINT FARM BUILDINGS, by F. L. Browne. December 1931, 14 pp., mimeographed. Headings: When to paint, type of paint to select, quality and quantity of pigments, quality of

vehicle procedure and formulae for mixing paint, and type of paint to use on different kinds of surfaces. Address: U. S. Department of Agriculture, Forest Service, Forest Products Laboratory, Madison, Wis. Free.

PAINTING EXTERIOR WOODWORK, by F. L. Browne. February 1934, 5 pp., illustrated, mimeographed. Reprint from the Pacific Purchaser discussing moisture failures of paint, durability of paint on different woods, importance of spreading rate, and priming and finishing coats of paint. Address: U. S. Department of Agriculture, Forest Service, Forest Products Laboratory, Madison, Wis. Free.

WHAT PAINT SALESMEN CAN DO TO PREVENT PAINT COMPLAINTS, by F. L. Browne. July 1935, 18 pp., illustrated, mimeographed. Although intended primarily for paint salesmen, this pamphlet contains many helpful pointers for buyers of paint. Discusses moisture failures, incompatible paints, bad painting practices, proper use of aluminum priming, and the importance of using quality paint. Address: U. S. Department of Agriculture, Forest Service, Forest Products Laboratory, Madison, Wis. Free.

REPAINTING PAINT-NEGLECTED FRAME HOUSES, by F. L. Browne, 11 pp., illustrated. Case histories of 12 houses which illustrate common causes of paint failures due to long neglect, moisture, and the incompatibility of paints. Address: U. S. Department of Agriculture, Forest Service, Forest Products Laboratory, Madison, Wis. Free.

HOUSING

PUBLICATIONS OF INTEREST TO SUBURBANITES AND HOME BUILDERS, by U. S. Superintendent of Documents. Price List No. 72—16th Edition. November 1936, 17 pp. An extensive bibliography of Government publications of interest to those who are building or maintaining a home. Address: U. S. Superintendent of Documents, Washington, D. C. Free.

Care and Repair

CARE AND REPAIR OF THE HOUSE. National Bureau of Standards Building and Housing Publication No. 15. 1931, 121 pp., illustrated. Address: U. S. Superintendent of Documents, Washington, D. C. 15 cents.

FARM PLUMBING, by George M. Warren, U. S. Department of Agriculture. Farmers' Bulletin No. 1426. June 1933, illustrated. Discusses the planning, installation, and care of farm plumbing. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

SIMPLE PLUMBING REPAIRS IN THE HOME, by George M. Warren, U. S. Department of Agriculture. Farmers' Bulletin No. 1460. October 1936, illustrated. This bulletin describes simple ways of doing little things, with the aid of a few tools, to keep home plumbing in good working order. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

PREVENTING CRACKS IN NEW WOOD FLOORS, by L. V. Teesdale. U. S. Department of Agriculture, Leaflet No. 56. March 1930, illustrated. Discusses the causes and prevention of cracks in floors. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

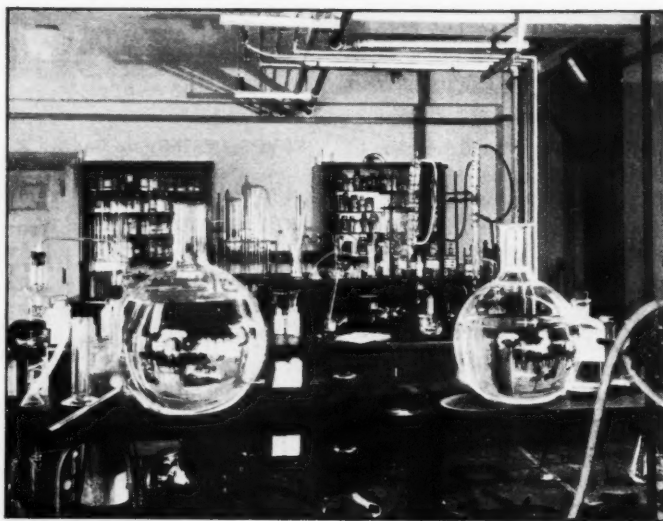
HOW TO HAVE THE HOME YOU WANT, by Federal Housing Administration. June 1936, 24 pp., illustrated. Contains sections on "A B C of Home Ownership Under Federal Housing Administration Insured Mortgage System", a check list for needed repairs on your home, and a financing plan to repair and modernize your property. Address: Federal Housing Administration, Washington, D. C. Free.

FLOORS AND FLOOR COVERINGS, by Bureau of Home Economics. Farmers' Bulletin No. 1219. September 1921. Treats the following topics: Woods suitable for flooring, Finishing new wood floors, Different kinds of rugs, Care of rugs and carpets, and How to lay and care for linoleum. Address: U. S. Superintendent of Documents, Washington, D. C. 5 cents.

POLICING FOODS FOR HUMANS AND ANIMALS

[Continued from page 11]

quarters tea-seed oil. A large number of seizures and criminal prosecutions followed these discoveries. The charge of Food and Drug officials was not against the edibility of such mixtures but against the adulteration and misbranding of them in such a way as to produce a major financial cheat.



One of the experimental laboratories of the Drug Division of the Food and Drug Administration in Washington, D. C., where drugs are tested for purity and strength, and efficacy of claims.

LAXATIVE health bread

recently was presented to the public. One concern, organized in the spring of 1935, began marketing a mixture of flour, bran, and between 10 and 12 percent of phenolphthalein, which is a widely used cheap and common laxative, often met with in patent medicines. The mere presence of this drug in bread, which is a staple food product, was wrong as it added a deleterious ingredient and so adulterated the bread. Nevertheless, this mixture was recommended to bakers for addition to their regular bread mix. The resulting bread was to be marked as a "Laxative Health Bread." As the basic character of bread was changed by the introduction of the mixture the product was not even bread. Federal Food and Drug agents seized and destroyed shipments amounting to 587 packages of this product. When criminal prosecutions were instituted against the concern, the court imposed a fine of \$900.

AS LONG ago as 1912, the Department announced that the addition of water to canned tomatoes was wholly unnecessary and therefore an adulteration. When canned tomato juice became a popular food product many years later, some canners employed a process which involved heating tomato juice with open steam coils causing a condensation of steam which resulted in the dilution

of the product. Analysis made by Food and Drug chemists proved that there was a material dilution of the tomato juice with water which cost consumers hundreds of dollars in the course of a year. This is just as much an adulteration as the addition of water to canned tomatoes. Every year the Food and Drug officials are on guard against this drain on consumer pocketbooks.

Eight seizures of this watered juice, the output of two large manufacturers, were made by agents last year.

SUBSTANDARD CANNED foods were an important item in the Food and Drug Administration's list of seizures last year. When Congress passed in 1930 the McNary-Mapes Amendment to the Food and Drugs Act it authorized the Food and Drug Administration to set up minimum standards of quality condition and fill of container. Under this provision such minimum standards of quality and condition have been set up for canned cherries, peas, dry peas, peaches, pears, apricots, and tomatoes. Any can of these products falling below the standard prescribed by the Food and Drug Administration must bear the statement in a prescribed form, if a fruit: BELOW U. S. STANDARD—GOOD FOOD—NOT HIGH GRADE; if a vegetable: BELOW U. S. STANDARD—LOW QUALITY—BUT NOT ILLEGAL.

VARIOUS FACTORS cause cans of these foods to be classified as substandard in quality. In the case of fruits the use of water instead of sugar solution as a packing medium classes the article as substandard. The regulations provide that if the water-packed fruit

meets the minimum standard of quality in all other respects, the article can be labeled "water pack" in lieu of bearing the substandard legend. A consignment of canned pears was found last year to be water-packed and not so labeled. Six consignments of canned so-called pitted cherries were considered substandard because of excessive pits. In the case of canned peas, an excessive amount of overmature peas, among other things, shows substandard quality. In the case of tomatoes, among other things, poor color or the presence of more than a trace of peel pushes the product down into this class. Thirty-six seizures of substandard canned peas not so labeled were made last year and 17 consignments of substandard canned tomatoes similarly misbranded were proceeded against.

SINCE 1934, when the Sea Food Amendment to the Food and Drugs Act was passed, sea food inspection service has become part of the work of the Food and Drug Administration. It authorizes the Secretary of Agriculture, at his discretion, to grant the request of any packer of sea food for the service, at the packer's expense, of inspectors to carry out a thoroughgoing and continuous supervisory sanitary inspection of the establishment and to prevent the packing or preparation of sea food that is not sound and wholesome or which fails in any other respect to meet the requirements of the food law. Further amended in 1935 the Sea Food Amendment now provides that the cost of the inspection hitherto borne entirely by the packers might be shared by the Government.

IN THE FALL of 1934, some canners in the shrimp packing industry asked for this inspection. The cost of the inspection amounts to approximately one-fifth of a cent for each can of shrimp. Labels on inspected canned shrimp bear the identifying statement "Production Supervised by U. S. Food and Drug Administration."

PACKERS of canned salmon, fresh crab meat, and other sea foods have not yet taken advantage of the sea food inspection service. In the past both the salmon and crab meat industries have been penalized by numerous seizures of their products and criminal prosecutions because of the discovery of partially decomposed products in their outputs.

AN IMPORTANT PART of the work of Food and Drug agents, is the investigation of all cases of alleged food poisoning to ascertain whether or not such cases are due to foods coming under the act.

DURING the year 1936, 69 outbreaks of illness reported to have been caused by the consumption of poisonous foods were given attention. Samples of the suspected foods in 40 of the cases investigated showed upon analysis no injurious ingredient and no micro-organisms capable of causing illness. Two instances of illnesses attributed to food poisoning were later diagnosed as typhoid fever and dysentery. Other outbreaks, however, were traced directly to the consumption of contaminated cream puffs, eclairs, and cream-filled pastries made under insanitary conditions. As a result, strict regulations in several States have now been promulgated governing the manufacture and sale of such pastries.

ANIMALS, like humans, are also victims of adulterated foods and drugs. It is the business of the Food and Drug Administration to stand guard against such dangers to them. Vitamin products, bearing exaggerated claims for therapeutic value to animals and poultry, were the subject of careful scrutiny during the past year.

COD LIVER OIL, valuable source of vitamins A and D, is the most important of these products. It is estimated that more than half of the 4½ million gallons consumed each year in this country is used for animal feeding and much of it for poultry. About 95 percent of the cod liver oil used in this country is imported. Shipments offered for entry are assayed for vitamins A and D potency and lots which fail to measure up to their represented value are excluded from the country. Interstate shipments of cod liver oil are of course likewise given attention.

MANY other consumer protective measures were taken by the Food and Drug Administration in its enforcement of the Food and Drugs Act and the other five acts under its direction. Full account of these is given in the "Report of the Chief of the Food and Drug Administration, 1936." Copies may be obtained by writing to the Superintendent of Documents, Washington, D. C. Price is 5 cents.

SAFEGUARDING MILK SUPPLIES

[Continued from page 7]

Alabama authorities it was adopted in seven communities of that State in 1923.

SINCE that date, adoption of this standard ordinance has spread over the country. The following year 10 communities in 5 other States adopted it. In 1925, 48 cities in 10 States wrote it into law. In only 2 years since that date has the number of new adoptions fallen below that figure. Today it is in effect in 676 cities ranging in size from Chicago to small hamlets. Without question it is the Nation's outstanding example of locally adopted uniform legislation.

EACH of these cities has merely accepted an ordinance it found to be working effectively in many other places. It has behind it the joint recommendation of the Federal Government and most State boards of health, but no Federal power is exercised over the local enforcement.

ONCE the ordinance is adopted the only action the Public Health Service ever takes is that of making periodic checks of the results being achieved. Actual rating of the city enforcement is a job done by State health officials.

A NUMERICAL value is given to each of the items in the sanitary requirements of the standard ordinance. But unless occasional tests were made by the United States Public Health Service there would be no way to know whether a 90 percent rating in one State meant the same thing as a 90 percent rating in another. When the Federal officials make these surveys they do nothing about them, however. They just report the results.

RATINGS are a measure of the situation of the milk supply of a whole city, not of an individual farm or pasteurization plant. When a survey is undertaken, a record is made of performance by all or a representative number of milk suppliers. If any supplier is found to fall below standard in any one of the sanitary items, the deficiency brings down the city's rating. The mark-down depends on the relative value given the item and the quantity of milk handled by the supplier who has failed to maintain standard requirements.

SPECIAL surveys, such as that one which told St. Louis consumers how their milk compared

with that of other cities, are never made on the initiative of the United States Public Health Service. The Service sends its milk investigators into States or cities only on the invitations of the State and local authorities. Such invitations have been initiated by the consumer councils in some cities, where they wished comparative information.

COMPARABILITY is one of the strong arguments for the standard ordinance today. Consumers don't know whether a bacteria count should be 6 or 600,000. The standard ordinance gives them the assurance that their milk ordinance is acceptable to other cities and to recognized scientific authorities. The rating system gives them a chance to see how their enforcement compares with enforcement in other similar cities.

STANDARD practices permit local health officers to adopt the most effective methods applied in other cities under the same ordinance. The United States Public Health Service serves as a clearing house for information about the operations of the ordinance everywhere it is applied.

STANDARD grades and inspection systems can protect consumers against milk shortages and high prices. When the milk supply declines and prices rise, milk must be shipped in from other points. If a rigid ordinance requires inspection of every farm by the local health authorities on the basis of nonuniform requirements, such shipment is as effectually blocked as if there was a tariff wall around the local market.

WHAT happens in a standard ordinance market? The answer was given by Leslie C. Frank, Chief of the Office of Milk Investigations of the United States Public Health Service in an article 2 years ago.

"IT ENABLES one area, during times of milk shortage, to accept milk supplies from another area on the basis of standard grades which are legal in both areas.

"FOR EXAMPLE, Memphis, Tenn., and Louisville, Ky., both enforce the uniform milk ordinance. . . . If Memphis needs more milk it can confidently accept it from Louisville without reinspecting it, since Louisville uses the same official grades.

"MEMPHIS knows that when Louisville designates a supply as Grade A it is really so because the Public Health Reports . . . showed that Louisville had a milk sanitation rating of well over 90 percent as determined by the Kentucky State Health Department and checked by the United States Public Health Service."

DEVELOPMENT of such a standard ordinance has another implication for consumers which is often overlooked. It was developed with sanitation in mind but the stimulating effect which confidence in the sanitation of the milk supply has on consumption is not overlooked by medical authorities.

TODAY price regulation is common in the milk industry. When a price change is proposed consumers want to know just how prices and quality compare. When they pay 12 cents for a bottle of milk do they get a product substantially better than the milk of a similarly situated neighboring community which pays 10 or 9? If they have sanitary regulations which are comparable with those of other cities they know; if not, they can't tell.

ARGUMENTS against the standard ordinance are made frequently. Dealers sometimes think it is so stringent that it will work a hardship on the dairy interests of the community. Consumers point to its adoption in 676 cities where dairies seem to be able to operate under its provisions.

HEALTH officers who pride themselves on the work done under local ordinances elsewhere, sometimes declare that it is not rigorous enough. They believe that particular provisions of their own ordinances are better. Sometimes the points they raise are worthy of serious consideration. Sometimes local ordinances contain requirements which are not needed for safety. Compliance with sanitary regulations costs money. Consumers pay for it. There is a limit, therefore, to the degree of sanitary performance which consumers should be asked to pay for.

SCIENTIFIC knowledge marches on and it is important that uniform legislation shall not serve to crystallize old methods. Machinery has been set up, however, to keep the standard ordinance abreast of the times. The Public Health Service has set up an advisory committee of ex-

perts. On this committee are representatives of State health authorities, various branches of the industry, the Bureau of Dairy Industry and the Public Health Service. This group meets annually to consider the operation of the ordinance in cities all over the country. Any person, group, or interest which has suggestions for the amendment of the ordinance may present such amendments to the committee. These are carefully considered and changes made to conform with the latest scientific findings in the field of milk control and the best administrative practice.

COPIES of the ordinance and further data on its operations may be secured from the Office of Milk Investigations of the United States Public Health Service. Lists of cities which achieve a rating of 90 percent or better are published by the service and are available on request.

STUDY QUESTIONS FOR THIS ISSUE

1. What is a milk ordinance?
2. What is the difference between "Grade A" and "Grade B" milk under the milk ordinance in your city?
3. What is the Standard Milk Ordinance?
4. Under the Standard Ordinance is Grade A milk richer than Grade B?
5. What arguments are there for or against the adoption by cities of the Standard Ordinance?
6. How can standard grades and inspection systems protect consumers against milk shortages and high prices?
7. How much did the Food and Drug Administration cost each consumer last year?
8. What foods and drugs do NOT come under the jurisdiction of this Administration?
9. What are the six acts administered by this administration?
10. Give four examples each of foods which are considered adulterated and misbranded by the Food and Drug Administration.
11. What additional power was given the Secretary of Agriculture by the McNary-Mapes Amendment?
12. What group of foods may be canned completely under Government inspection? Who pays the cost of inspection?
13. Describe the consumer sheeting projects in Dayton and Cincinnati.
14. How many different types of consumer and cooperative activities are being carried on in Columbus?
15. What consumer and cooperative activities are organized in your community?
16. How many public libraries in your city have special Consumer Bookshelves?

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

Issued by the CONSUMERS' COUNSEL of the
AGRICULTURAL ADJUSTMENT ADMINISTRATION

in cooperation with the

BUREAU OF AGRICULTURAL ECONOMICS

BUREAU OF HOME ECONOMICS

BUREAU OF LABOR STATISTICS

Washington, D. C.

Vol. III, No. 26

February 22, 1937

